

Special Conditions for Participation in the trade fair embedded world 2016

1. Venue, duration, opening hours

Venue: Exhibition Center Nuremberg
Duration: Tue 23–Thu 25 February 2016
Opening hours: Tue 23–Wed 24 February 2016 9 a.m.–6 p.m. daily
Thu 25 February 2016 9 a.m.–5 p.m.

2. Organizer

NürnbergMesse GmbH
Messezentrum, 90471 Nürnberg, Germany
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www.embedded-world.de
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CEOs: Dr. Roland Fleck, Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board: Dr. Markus Söder, MdL
Bavarian State Minister of Finance, Regional Development and Regional Identity

3. Not applicable

4. Contractual terms

The terms for participation in the trade fair embedded world 2016 are the Special and General Conditions for Participation in Fairs and Exhibitions (including supplementary agreement), the NürnbergMesse site regulations, the organizational (e.g. exhibitor information), technical (e.g. Online ExhibitorShop) and other conditions notified to the exhibitor before the exhibition begins. If NürnbergMesse provides additional exhibition services through a ServicePartner in response to a separate order, the general terms and conditions of business of the respective ServicePartner shall prevail over these Special Conditions for Participation in case of discrepancies.

5. Admission/Stand space confirmation

See item 2 of the General Conditions for Participation in Fairs and Exhibitions. Cancellation after receipt of the stand space confirmation is governed by item 7 of the General Conditions for Participation in Fairs and Exhibitions.

6. Exhibitors and approved exhibition goods

Admissible as exhibitors are: manufacturers, importers, wholesalers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the product groups provided. All exhibition goods must be described in detail in the application. Products (copies, counterfeits, etc.) that violate the regulations for the protection of industrial property rights in Germany are not admitted.

7. Rental in exhibition halls

per m² (or part thereof) stand space

EUR 251	In-line stand	(1 side open)
EUR 282	Corner stand	(2 sides open)
EUR 299	Peninsula stand	(3 sides open)
EUR 315	Island stand	(4 sides open)

Early booking discount of EUR 18/m² for complete applications received by the organizer by 30 June 2015.

Minimum stand space is 9 m².

The type of stand allocated depends on planning; an entitlement to a certain type of stand does not exist.

Rental includes:

- Hire of the stand space during assembly, exhibition and dismantling.
 - General guarding of the exhibition halls. General lighting of the exhibition halls.
- General cleaning of the passageways.

An administrative fee of EUR 0.60 per m² of stand space in exhibition halls will be charged and remitted to the AUMA (Association of the German Trade Fair Industry).

The waste disposal service during the event costs 1.50/m² and covers the disposal of waste produced by the exhibitor on his stand during the exhibition. The waste disposal service is charged per meter up to a stand space of 500 m²; no further charge is made for additional space. The waste disposal service during assembly/dismantling must be ordered extra if the exhibitor does not arrange his own waste disposal. Waste is disposed of in accordance with the Technical Regulations.

8. Complete rental stand

All charges per m² of stand space (rounded up to nearest full m²), in addition to rental charge for stand space in exhibition halls (see item 7). All pictures are exemplary pictures.

Rental includes:

- Hire of complete stand: One of the six models of stand available can be selected on the enclosed order form "Complete rental stands".

You will find further models at www.standconfigurator.com.

The organizer is responsible for assembling and dismantling the complete rental stand.

The complete rental stand and its fittings must not be pasted over, nailed, painted or damaged in any way. The exhibitor is liable for damage done during the rental period and will be charged with the costs.

The basic type of complete rental stand can be fitted out additionally in the same system at extra cost.

Respective orders can be carried out in the Online ExhibitorShop.

9. Payment conditions

Exhibitors may be charged an advance payment of 25% of the expected stand space rental on **confirmation of the application**.

The full stand space rental less the advance payment will be charged to exhibitors on **confirmation of the stand space**. The advance payment will be reimbursed in case of non-confirmation of the stand.

Any payments are due by the date shown on the respective invoice. Invoices are payable in full. All payments are to be made in EURO without charges, quoting invoice number.

If the exhibitor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor from his obligation to pay.

For subsequent changes to the invoice address for which the exhibitor is responsible, NürnbergMesse may charge a **processing fee of EUR 50**.

An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor is to provide proof of payment.

10. Insurance

Exhibitors are obliged to make their own adequate insurance arrangements. Insurance for exhibitors (transport and duration of event) is advisable and can be arranged through a collective insurance contract taken out by the organizer.

11. Modification

The organizer reserves the right to cancel, postpone or relocate the exhibition, to shorten or lengthen the exhibition, or for technical, official or other in the opinion of the organizer compelling reasons to assign to the exhibitor another space or to modify and reduce the size of the space. A withdrawal from the contract resulting from these actions will not be accepted.

12. Assembly and dismantling, passes

Assembly:	Fri 19–Sun 21 February 2016	7 a.m.–midnight daily
	Mon 22 February 2016	7 a.m.–8 p.m.

Exhibition stands for which assembly has not commenced by 3 p.m. on Monday, 22 February 2016, will be decorated by the organizer, if they cannot be otherwise disposed of. Costs incurred will be charged to the exhibitor.

Dismantling:	Thu 25 February 2016	5 p.m.–midnight
	Fri 26 February 2016	7 a.m.–7 p.m.

Access to the halls during assembly and dismantling times is only permitted on display of special passes, which are not valid during the exhibition.

13. Stand design

The exhibitor is responsible for stand equipment and decoration.

The overriding principle for the design of all exhibition stands is transparency. All open sides of the stand must be freely accessible. This means that at least **50%** of the respective gangway side must **not** be obstructed **by structures** or fittings.

The minimum height is 2.50 m.

The backs of stand partition walls, advertising carriers or other design elements facing neighboring stands and exceeding a height of 2.50 m must be white, in a clean and tidy condition and must not contain any text or graphics.

Stands exceeding the height of 3.50 m require the approval of the organizer.

The maximum stand height is 5.80 m.

Two-storey stands are not permitted.

If the rental exhibition stand is not used, a fascia (0.30 m high) must be fitted on all open sides of the exhibition stand. The fascia is not required, if the necessary stand appearance is provided in some other way.

The exhibition organizer reserves the right to give further instructions concerning the design of stands.

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(Continued)

Only water-soluble adhesive may be used on the fiber board stand partition walls and these may not be painted unless they have first been covered with wallpaper. After the exhibition, wallpaper or other finishing material must be removed by the exhibitors, otherwise exhibitors will be charged with the costs.

All other stand partition walls, floors, hall walls, pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any way.

The exhibitor is liable for damage done and will be charged with the costs.

Pillars, installations and fire-fighting equipment within the stand are part of the allotted stand space and must be accessible at all times.

Floor coverings in the stands are only to be fixed with double-sided adhesive tape (following tapes are to be used: tesafix no. 4964).

The exhibitor agrees to comply with these conditions. Non-compliance may result in claims for damages by the organizer or the neighboring exhibitors affected.

14. Exhibitor passes

Each exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel. 3 passes will be issued for up to 10 m² stand space, plus 2 passes for each further full 10 m². Any additional exhibitor passes needed can be purchased for entitled persons at a price of EUR 11,90 each including VAT at the statutory rate.

15. Marketing services for exhibitors (= direct exhibitors)

The organizer provides each exhibitor with marketing services containing the following services:

- Display of exhibitor's **press information** in the press center.
 - **Basic advertising material package**
 - 100 printed admission vouchers (with imprint of company name and stand number of exhibitor)
 - Electronic admission voucher code, usable as often as requiredAdmission vouchers exchanged by visitors for entrance tickets are **not** charged.
 - 500 printed advertising stickers (with imprint of stand number of exhibitor)
 - 100 visitor brochures
 - Entry of exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).
 - Provision of ready-to-use **mailings** for visitor acquisition on the website.
- The organizer provides an **Internet entry** on the exhibition website for each exhibitor. This entry is activated **for approximately one year** – including after the exhibition – and includes the following services:
- Entry of **company name, address**, hidden **e-mail address** and **logo**.
 - Presentation of **5 products or services** with one photo, one film and one text of maximum 4,000 characters per product or service.
 - Possibility of continuously marking 5 products or services as **new products**.
 - **Company profile** (maximum 4,000 characters).
 - Unrestricted assignment to the **list of products**.
 - **Link** from the exhibition website to the exhibitor's website. The exhibitor connects a **return link**.
 - Entry of company name and stand number in the **online floor plans**.
 - Possibility of continuously **updating** the Internet entry.
 - All-year-round **support** by the Internet editing team.
 - **Voucher monitoring**

The exhibitor also receives the following online advertising aids:

- **Online banner** with exhibitor's stand number.

The exhibitor agrees to purchase the marketing services at a price of EUR 645.

This will be charged together with the stand rental. No reduction in price can be granted if only parts of the package are used.

16. Co-exhibitors

Co-exhibitors are companies who appear on the exhibitor's (= direct exhibitor's) stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation.

Co-exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application form for co-exhibitors has been entered in full.

Co-exhibitors are subject to the same conditions as the exhibitor.

17. Basic marketing services for co-exhibitors

The organizer provides each co-exhibitor with basic marketing services containing the following services:

- Entries in the alphabetical list of exhibitors and list of products in the **online exhibition catalog**.
 - **Link** from the company name in the organizer's online exhibition catalog to the co-exhibitor's Internet address and e-mail address. The co-exhibitor places a **return link** to the organizer's homepage.
 - Display of co-exhibitor's **press information** in the press center.
 - Entry of co-exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).
 - **Online banner** with co-exhibitor's stand number.
 - Provision of ready-to-use **mailings** for visitor acquisition on the website.
- The exhibitor agrees to pay a fixed participation fee and to purchase the basic marketing services for each co-exhibitor (1st – 3rd) at a price of EUR 235 (EUR 90 for **each further** co-exhibitor) for each co-exhibitor registered by him. This will be charged together with the stand rental or at a later date. No reduction in price can be granted if only parts of the package are used.
- The basic advertising material package (see item 15, marketing services for direct exhibitors) can also be sent to co-exhibitors on request. The surcharge for this is EUR 75.
- In addition the internet entry (see item 15, marketing services for direct exhibitors) can also be used by co-exhibitors on request. The surcharge for this is EUR 335.

18. Exhibition priority

An application for exhibition priority for this event has been submitted to the Federal Ministry of Justice. The priority certificate protects certain patent rights until submission of an application to a patent office in Germany or abroad.

19. Consent to the use of data

Item 24 of the General Conditions for Participation in Fairs and Exhibitions is supplemented as follows: The exhibitor consents to the storage, processing and use of his data transferred with the application form (company name, address, telephone/fax number and e-mail address) by the organizer, WEKA FACHMEDIEN GmbH and, if applicable, by service partners for events and information purposes (advertising). This consent may be cancelled by notifying the organizer at any time without incurring additional costs other than the usual transmission costs at the basic rates.

20. Exhibitor claims, written form, place of fulfillment, jurisdiction

All exhibitor claims against the organizer must be made in writing. The statutory period of limitation begins on the last day of the exhibition. Agreements that deviate from these or supplementary terms must be in writing.

German law and the German text shall prevail.

Place of fulfillment and jurisdiction is Nürnberg. However, the organizer reserves the right to bring his claims before the court of the place at which the exhibitor has his place of business.